For Immediate Release

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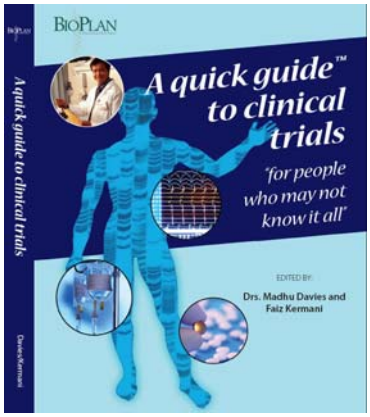
New Book Demystifies the World of Clinical Trials



April 24, 2008 (Rockville, MD) – Researchers, patients, and even clinical trials managers are often bewildered by the Byzantine rules and regulations governing clinical trials. Keeping it all straight and up-to-date has, until now, been challenging. This newly released book, edited by Dr Madhu Davies and Dr. Faiz Kermani, demystifies the topic in an exceptionally reader-friendly, yet authoritative format. "A Quick Guide to Clinical Trials" will allow readers to get a grip on the topic in just enough detail to understand clearly what people are talking about.

"Clinical trials are at the heart of the successful development of new medicines for patients. Like any other specialized area, there is a vocabulary and jargon all its own," explains Dr Davies. "As well as providing an aerial view of the clinical trials process, the book reviews the history of clinical trials, the evolving ethical and regulatory considerations and the commercial angle. The succeeding chapters offer a great nuts and bolts description of the overall process, including how patients are involved, their decision processes, and how they can be affected".

"Unlike other clinical trial books, this one also acknowledges the role of the patient - because without their participation no clinical trial would proceed," adds Dr Kermani. "There is currently a great need for better public support for clinical trials, but this can only happen if both patients and clinical trial researchers fully engage with each other. Many clinical researchers are highly experienced in the operational and regulatory aspects of trials, but how many of them have actually become involved as a patient? The answer is probably very few! To fill this gap this book provides first-hand insights".

See what others are saying about "A Quick Guide to Clinical Trials":

> "Clearly and simply written, the book will be especially useful for readers who are new to clinical trials regardless of their role, or for experienced readers who want to refresh their knowledge." - Robert Skip Nelson, MD PhD, Pediatric Ethicist, Office of Pediatric Therapeutics, US Food and Drug Administration
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> "As a job recruiter, I would strongly urge every candidate considering a career in clinical research to read this book…they will have an advantage over others who have not." Austen Yapp, Founder & Director, Jobs.LeadDiscovery Ltd
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> "An excellent resource…invaluable for new starters working in pharma or contract research. This may assist with the challenge of training to GCP standards." Sian Hingston, Head of Clinical Resourcing, Global Clinical Operations Europe, GSK.
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> An excellent resource to demystify the world of clinical trials. Rod Richards, CEO PharmaKodex Ltd, UK

"Here is a book that still manages to keep the subject simple." Andrea Palluch, Director, Inpharmedia

"Whether you represent the sponsor or the CRO, this book is a must-read for anyone involved in the clinical trial process." - Ronald R. Baker, Director of Business Development - North America, SGS Life Science Services

"This book is a great teaching tool. Some of the chapters are priceless, while others provide deep content." Suzanne M. Sensabaugh, MS, MBA, Vice President Biopharmaceutical Development, MDS Pharma Services

"An excellent book to add to your clinical trials library. This one adds a new, refreshing perspective and definitely belongs on your bookshelf." Steven E. Linberg, Ph.D., Managing Director, Chiesi Pharmaceuticals Inc.

A Quick Guide to Clinical Trials is available from BioPlan Associates, Inc., Rockville, MD 20850. Tel: 301-921-9074 (www.bioplanassociates.com)
http://www.bioplanassociates.com/publications/articles/pr-QGCT.pdf

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